Article Marketer

Confused by the Duplicate Content Debate?

How to use content online,
stay out of trouble,
and find some search engine love

Why You Don't Have To Worry About Publishing Duplicate Content As An Article Marketer

Everyone who uses content as part of their online business experience has an opinion on this. The debate on this topic is alive and well. There seems to be no end to it anywhere in sight.

While there is no right, best or final opinion, Article Marketer takes this position in the debate:

There is a proper way to use content, all content, to the benefit of writers and publishers alike that doesn't subject them to penalties from the search engines. This includes the use of duplicate content.

The focus of this book is to present our argument in favor of the wide-spread distribution of content. Whether you are a writer or article directory owner, you will know how to properly use duplicate content to:

- Make More Money
- Raise Your Search Engine Rank
- Drive More Targeted Traffic to Your Site

...all without incurring the wrath of the search engines.

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Introduction --
the Dreaded Duplicate Content Penalty

Confused about the so-called "duplicate content" penalty? You're not alone. A lot of people just don't understand the definition of duplicate content. Many people are using content incorrectly while others are afraid to use other people's content at all. Because of all the confusion, many websites end up in the supplemental index of Google. Worse yet, they're left out of search engine results all together!

The problem is that a lot of people either don't understand what duplicate content is, or they're using content incorrectly. It's also necessary to look at the agenda of those who are screaming about the duplicated content rules, because, quite frankly, often their screams are simply meant to sell more of their products and nothing more.

It's All About Great Content, Folks

If you understand the proper way to use content, you'll keep the search engines happy without the need to write day and night. This book guides you out of the scary wilderness of online rumors and into the clear light of the truth about duplicate content.

Learn how to **use someone else's content to optimize your search engine results the proper way and insure your pages get indexed.** Distribute your original articles far and wide without fear of penalties. We'll show you how. So sit back, relax and learn the truth about using original content.

What is Duplicate Content?

There are probably as many definitions for duplicate content as there are people out there trying to define it. Don't confuse yourself trying to sort it all out. It's simple the way Google spells it out:

"Duplicate content generally refers to substantive blocks of content within or across domains that either completely match other content or are appreciably similar...In some cases, content is duplicated across domains in an attempt to manipulate search engine rankings or garner more traffic via popular or long-tail queries."

There are a couple of easy ways to avoid this. Never put the same content on two different domain names you own, or use the same blocks of text across different pages within your domain(s).

It's perfectly fine to use content from other sites if you do it properly. Credit the source with appropriate attribution: include the site title, link, author's name if applicable and reprint the article according the source's instructions. You'll find more tips on how to properly use content later in this book.

Since 80 percent of all search engine traffic comes from the three major search engines, it's important to understand exactly what they are looking for. This helps you get your site properly indexed, and provides content the search engines are seeking. The links below will connect you to what the "Big 3" look for when their spiders crawl a site:

Google Webmaster Guidelines
Yahoo Webmaster Guidelines
MSN/Live Search Webmaster Guidelines

Can Duplicate Content Hurt You?

The answer to this question is really not a simple yes or no answer. After all, all of the major search engines use duplicate content because they draw news results from other sites, as well as offering blog search, etc.

It is the way that this content is used that is more important.

So How Can I Use Content Safely?

Give Credit Where Credit Is Due
Any legitimate site always gives proper credit to the articles it uses. This means that if the article or content is originally offered on another site, that info is there. The same applies to writers' bylines and article resource boxes.

Offer Information with Real Value
The content you present on your site must offer value to your visitors to be beneficial. In some instances, it may be written by someone else. Don't be afraid to present an article by someone else on your site if it offers significant value to your readers. Think about the needs of your visitors. Your goal is to build a relationship with them so they buy from you. Present only the best content on your site and give your visitors a reason to come back. By building a relationship with your site visitors, you'll increase your website conversions.

Keep It Fresh!
Remember, the search engines depend on fresh content to stay vital and interesting to their users; they want good content. Avoid the spam and get with the good guys. You'll get the backlinks you need and the results you want without violating any rules.

Real Life Examples
Of "Good" Duplicate Content

Search engines use duplicate content. If the search engines use duplicate content, why can't everyone else as long as the content is relevant to the site and used correctly?

A good example of the correct use of content on a website is Ezine Articles; the top article directory on the Internet. All content presented on this site is duplicate content unless the article author only publishes on this single article directory.

The bottom line is this: it is the way the content is used that is important.

Remember: search engines don't buy products, visitors do. If you use the content of others on your website, that page *may* not get indexed by the search engines, if that content is also appearing in dozens of other places. However, this doesn't mean your whole site won't get indexed. The search engines look at your entire site, so don't worry if one page gets skipped over by search engines.

Tips for Creating Content

It's easy to build great sites with first-rate content. You'll avoid getting in trouble with search engines and make more money from your site. Feel free to use the content of others without harming your search engine rankings. Here are some easy ways to get started:

1. Add new content to your website with a script. There are many available on the market, like store scripts and video site scripts. Choose a script that helps you create quality content for your website. There's a huge difference between a website builder and a website generator. Use a website builder that creates content quickly, but with an emphasis on quality.

2. Write your own content. It's well worth the effort because you have the most control over it. Make your content keyword rich to rank higher in the search engines. Create different types of content: podcasts, videos and free reports or eBooks in PDF, for example.

3. Buy content and rewrite it. If you aren't a writer, there are plenty of Private Label Rights (PLR) options available on the Internet. If you use this content, be sure to rewrite it thoroughly in your own words and make it your own. Add to it, change it and improve it. Better yet, hire a professional writing service to do it for you.

4. Purchase content for your website. If the thought of writing your own content scares you, then consider hiring a professional to write content for you. It saves you time and ensures your content will be of the highest quality. Search for freelance writers online.

5. If all of the products on your site are from affiliate programs, create your own content. Although affiliate program managers usually offer articles for your use, consider rewriting the ads and emails. Otherwise, your promotional materials get ignored by readers who have seen them elsewhere.

Tips for Using Content from Other Authors

1. Follow copyright rules to the letter. When you use the content of others, present it exactly as the owner of it specifies. Include a resource box to the site and don't claim the work as your own.

2. Format the content of others properly. Use deep linking, bolding and other formatting options to make the content fit your site. This helps make the content somewhat different without violating the terms of use of the author.

3. Only use content relevant to your site. Even if you find all kinds of great content to use on your site, make sure it fits your topic. Search engines look at the overall theme of a site, so stick to your topic. It will improve your ranking in search results.

4. Create a sitemap for your site. Although many search engine optimization specialists recommend linking as a way to get your site indexed, this process may take months. Create a sitemap for your site and submit it to major search engines. Sitemaps get your site indexed and found quickly. It's also a good way to let the search engines know you have new content available.

5. Integrate RSS feeds into your site. RSS is a form of dynamic content that search engines love. By adding dynamic content to your website, you give the search engines a reason to return to your site and index it frequently. RSS feeds also allow you to offer more content to your visitors. Plenty of free scripts are available. Simply search for "rss to html scripts" in your favorite search engine.

   Respect copyright guidelines and correctly cite sources so you avoid copyright violations. Offer readers relevant content and give them a reason to come back. By following the rules, you'll please your readers and the search engines, get targeted traffic and build a loyal following.

Tips on Distributing Your Content for Publishing

1. Distribute your content to as many sites as possible. The more sites that carry your content, the more likely you are to be found by searchers looking for you. There are plenty of article directories and other sites on the Internet, such as Ezine Articles, that rank high in search engines and increase your visibility.

   Keep in mind, Article directories are only the first step to getting your articles out there. Write good articles and you'll get syndicated in ezines, newsletters, and print

publications. This extends your reach and gets you more publicity.

2. Remember, you are offering value to potential customers when you write articles. This increases your website conversion. Submit your content regularly. This will help you build valuable backlinks and keep search engines from banning your content.

3. Make your content available in different formats. Convert your articles into PDF for download, create an RSS feed of your articles, or turn them into an audio feed. The more formats you have available, the more you will please your visitors and make your site different.

4. Write content that is search engine friendly. Include your keywords within your articles and properly format your articles for submission. By using the right related keywords to your site, you'll rank higher in the search engines.

5. Offer your content to affiliates. If you don't have an affiliate program, start one. Allow your affiliates to change your site link to their affiliate links. This spreads the reach of your articles and builds more backlinks to your website, raising your rankings in the search engines.

6. Use your content on your own website. Some article writers tell you not to include your articles on your site because of the duplicate content penalty, but you are the ultimate authority on your articles. Your visitors will come looking for your site. Make it easy for them to find your articles by posting them on your site.

Duplicate content is an issue to consider when building your website, but don't be afraid to use it the right way. Provide your visitors with quality content to build a relationship with them. Happy visitors are loyal visitors and loyal visitors become loyal customers. Follow a few simple rules and duplicate content won't cause you any problems. Use content to grow your business, whether as an article writer or site owner and you'll raise your site's rankings in the search engines, build valuable backlinks and make more sales.

Now that you better understand the duplicate content debate and know how to properly use duplicate content, there's no reason to shy away from it. What are you waiting for? The simple truth is that article marketing and duplicate content are both viable ways of extending your web presence. There is nothing to fear from the search engines if you follow the established rules that have been in place all along. Contrary to rumors across the Internet, the search engines are in the hands of reasonable minds. The rules they have established are there to protect you, not harm you. They are there to ensure everyone on the Net is on the same level playing field and are not denied an equal opportunity at success by the hacks and black-hatters.

Here's to your success regardless of which way you choose to go!

Additional Information and Assistance

Now that you understand the duplicate content debate, and how you can use it to improve both your article writing and site building, it's time for Article Marketer to show you how we can help you.

If you're an article directory owner looking for top notch content, you can join Article Marketer as a distribution site and receive articles directly to your site. Not only have all of the articles passed our Diamond Assurance Review, but each article is individually reviewed by our Article Coaches before you receive it. You're assured of receiving only the best articles that meet your publishing standards, and only on the topics you request.

For those of you who write articles, you have a unique opportunity to distribute your articles as widely as possible with the least amount of effort on your part. The Article Marketer Distribution Service allows you to put your article marketing on autopilot, get your articles distributed in a way that's "natural" to the search engines, and

submit your articles to over 67,236 publishers and 5,787 sites. No other distribution service offers you a larger distribution list than Article Marketer. Our distribution service is literally one click submission.

Whatever you decide, don't miss [Article Marketer University](). You'll find tons of resources created by some of the best article writers on the Internet all designed to help you write better articles, get more traffic, and make more money from your articles.

Hate writing or don't have the time to write? We've got you covered with our fast and affordable article writing service.

So, what are you waiting for?